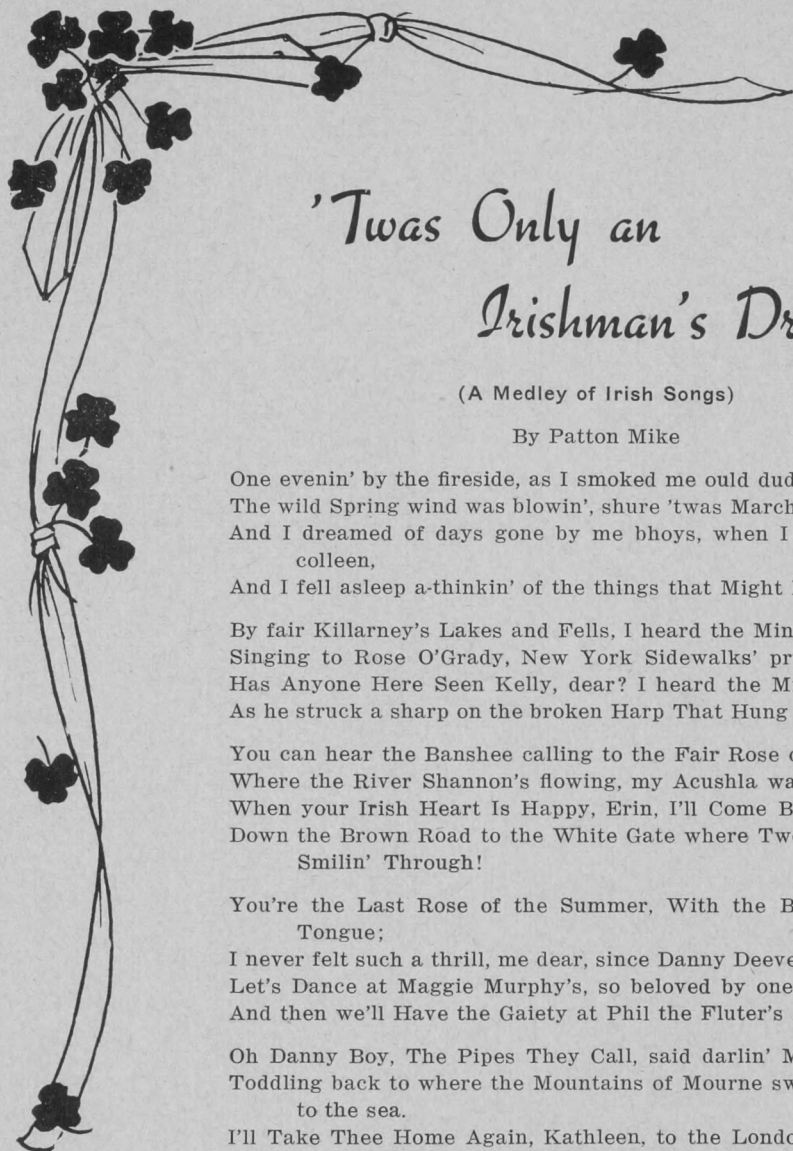




CONTACTS

MARCH

1958



'Twas Only an Irishman's Dream

(A Medley of Irish Songs)

By Patton Mike

One evenin' by the fireside, as I smoked me ould dudeen,
The wild Spring wind was blowin', shure 'twas March the Seventeen!
And I dreamed of days gone by me bhoys, when I loved each gay
colleen,
And I fell asleep a-thinkin' of the things that Might Have Been.

By fair Killarney's Lakes and Fells, I heard the Minstrel Boy
Singing to Rose O'Grady, New York Sidewalks' pride and joy;
Has Anyone Here Seen Kelly, dear? I heard the Minstrel bawl
As he struck a sharp on the broken Harp That Hung on Tara's Wall!

You can hear the Banshee calling to the Fair Rose of Tralee;
Where the River Shannon's flowing, my Acushla waits for me.
When your Irish Heart Is Happy, Erin, I'll Come Back to You,
Down the Brown Road to the White Gate where Two Eyes Come
Smilin' Through!

You're the Last Rose of the Summer, With the Blarney on Your
Tongue;
I never felt such a thrill, me dear, since Danny Deever hung!
Let's Dance at Maggie Murphy's, so beloved by one and all—
And then we'll Have the Gaiety at Phil the Fluter's Ball!

Oh Danny Boy, The Pipes They Call, said darlin' Mother Machree,
Toddling back to where the Mountains of Mourne sweep down
to the sea.
I'll Take Thee Home Again, Kathleen, to the Londonderry Air,
And we'll drop around to Bendemeer, with Roses blooming there.

And When They Had It Finished Shure They Called It Ireland,
And along came Macnamara, he's the Leader of the Band;
As the Sun Went Down on Galway Bay, I heard Ould Paddy quote:
"There's No Gosssoon Among Ye Durst Set Foot Upon Me Coat"!

If Those Endearing Charms should fade, to me you'd still be fair,
Though Athlone's snow is glinting in the golden of your hair;
Then I woke with a start to see Peg o' Me Heart, shillelagh in her
hand—
She gave a shout, and slapped me out o' me dreams of Ireland.

—W.E.G



Beauty and Fragrance . . . A GLORIOUS SHOW!

We thought, like some others perhaps, that the ultimate had been reached in Bonspiel and Valentine Time flower displays, with the wonderful shows in the Store last year and the year before. Again, our Display Department and the Florist Supply Company of Winnipeg combined to give us something Better Than Ever!

The striking array on the pillars and the novelty barrows and counter features lent a compactness in setting, and the choice of flowers, with the generous use of multi-coloured blooms, gave the display more colour than ever before.

Not only did the display have everybody, and every news dissemination service, talking about it, but the Store's announcement in the two dailies—a four-colour picture of the flowers and greenery—staged a masterpiece all its own.



EATONIANS—A DONATION ONLY YOU CAN MAKE! **BLOOD CLINIC** March 25-26-27



Shown here (above) a premature 3-lb. baby in incubator. It developed intestinal infection, was rushed to Children's Hospital. Blood transfusions, as shown, saved this little one's life.

Twin boys, whose survival after birth was made possible by blood transfusions, which in turn were made possible by donations such as will be given by Eatonians at the Clinic.



Yes, on Tuesday, Wednesday and Thursday March 25 to 27 inclusive, Eatonians are asked to donate blood to the Manitoba Red Cross Blood Bank. The bank is one that offers life to people old and young—and it is one that just **MUST HAVE SUPPLIES ON HAND** — You Can't Get An "Overdraft" on the Blood Bank! Help maintain its stock and its work — **Donate Your Blood During the Eaton Clinic:**

Mail Order Building No. 2, Third Floor,
Graham. Admittance Hours 9:00 to 12:00
mornings; 1:30 to 4:00 afternoons.

Cards With All Welfare Secretaries—Sign Up Now!



EATON'S GOOD DEED CLUB GIRLS' AND BOYS' CHOIR

This choir—about 85 strong and including about 25 boys and 60 girls—is a mainstay for "background" music and also for providing solo and other special numbers on the weekly Good Deed programs. Shown with them, the adults are: left end, Bob Willson, M.C. (C.B.C.); Olga Irwin, Choir Leader; Harold Green, Accompanist. Right end, John Bruce, Club Director; Catherine Pacey, Club Secretary; Dan Wood, Producer (C.B.C.). The choir, and the Girls' Ensemble included in it, will be in competition in the forthcoming Festival, and also is to be seen on television sometime in the last week of April.



Left to right: Mrs. May Graham, 3rd; Mrs. Esther Poulton, skip; Mrs. Mary Chalmers, 2nd; Mrs. Dorothy Starr, lead; Mr. S. Houston, Eaton's.

POULTON RINK WINNERS OF EATON'S TROPHY

The Eaton Provincial Championship Trophy was won recently by Mrs. Esther Poulton and her rink from the Fort Rouge Club of Winnipeg.

Mrs. Poulton, representing the Eastern Division of Manitoba, defeated Mrs. Carl Stewart of Franklin, who was representing the Western Division of Manitoba in the best of three games played at the Curling Rink.

Along with the Provincial Trophy and gift certificates, Mrs. Poulton and her rink have won the right to represent the province in the Western Canada Ladies' Curling Finals. Good luck, ladies, says Mr. S. Houston of the Winnipeg Mail Order, as he hands Mrs. Poulton the

trophy as the Manitoba series ended at the Eaton Curling Rink.

The Western Canada finals will be played in Calgary, Alberta, March 10 to 13 at the North Hill Curling Club.

In addition to sponsoring the Provincial Finals in the four Western Provinces, Eaton's of Canada Western Division also sponsors the Western Canada Finals. Provincial winners from each of the four Western Provinces are guests of the Company for the full occasion, travel and other expenses.

The Western Canada Champions also receive an Eaton Trophy, together with gift certificates from the Company.

ASSISTANTS' ASSOCIATION HEARS STORY OF THE PIPELINE



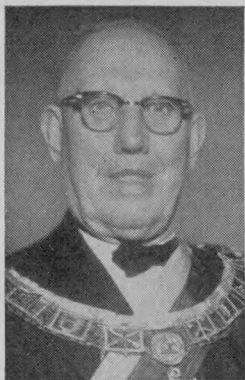
The gentleman shown here, Mr. Kenneth Britain, was loaned to the Trans-Canada Pipeline Corporation by the Tennessee Gas Co. quite a while ago "for a few months" to assist them, as field engineer in charge of the tremendous job.

Mr. Britain, in stating that the short term had extended to two years, also said that as a matter of fact it had been no hardship, as his family had come up here and they were very much in love with our Canadian cities, the Canadian west, and all the people they had met.

Introducing his talk by remarks about gas production and distribution generally, Mr. Britain then had shown a most interesting film in colour, depicting the method of surveying and mapping the route, trenching across country — and especially east of here, blasting through hundreds of miles of rocky terrain—and laying the pipeline to carry the Alberta gas more than 2,000 miles into Eastern Canada. An interesting exposition of a big project for which he was thanked by the large attendance.

EATONIANS IN THE NEWS

Hugh Eakin Receives Masonic Honour



Pictured here is Hugh Eakin, retired from Store Men's Clothing Department, shown recently in Winnipeg dailies with other officials. Hugh was elected Grand First Principal of the Grand Chapter of Royal Arch Masons of Manitoba. This is a very high honour and a fitting achievement for a man who has given most of his adult life to Masonic work. Congratulations, Hugh!

"HOW I DISCOVERED HAWAIIAN CHICKEN" . . . an article by Margaret Hood in the Winnipeg Tribune, featured MISS LOUISE MARTIN and CHEF HENRY VOEGELI of the Grill Room, as shown in the picture herewith, courtesy of that newspaper.



It was a most interesting article, and two columns full, one in a series called "Adventures in Eating" by the journalist. She introduces the story in this graceful fashion: "Herewith more stars in Winnipeg's constellation of fine foods, discovered during my search for adventures in the gracious setting of Eaton's Grill Room. There I enjoyed Royal Hawaiian Chicken, Yorkshire Hot Pot, Mexican Delight, Lemon Cheese Pie plus (not all on the same day, of course) a selection of other intriguing dishes.

"I also had a chat with hostess Louise Martin and chef Henry Voegeli. Miss Martin travels extensively and brings back ideas such as this chicken dish she found during a South Pacific jaunt. . . . Mr. Voegeli born in Switzerland where he served long years of apprenticeship in the art of food preparation, says that you must first have best quality in food, then treat it with respect in preparation and serving."

The interesting dishes were discussed in real detail and the article winds up: "I chalk up one more signpost to good eating in Winnipeg." Congratulations to these two Eatonians in bringing credit to themselves and the Store.

MR. GILBERT M. EATON, whom we noted last issue for his activities in the Winnipeg Yacht Club, was pictured in the news again in February when elected to the presidency of the Greater Winnipeg Boating Association. The group has now changed its name to the Manitoba Waterways Association, and has begun a campaign to free the rivers of the pollution that has grown in recent years. Those of us who can remember when we had the full use of the rivers for boating and swimming—at least in the stretches coming into and leaving the city—will wish them well and should lend support to all means of getting co-operation from industry and the authorities to make real efforts to restore our waterways to healthful conditions. This is a real problem everywhere in these times of concentrated populations and increasing commercial productivity, but it is a task well worth tackling.

His Rink Retained City Mixed Bowling Championship



Shown is Eatonian William (Bill) Cousins, of M.O. Children's and Teen-age Wear. For the second consecutive year the bowling team of which Bill is a member (the Academy No. 1 team), won the Weston's trophy and City championship. They beat 28 other teams with their score of 3,754 for four games — no handicap. Nice trundling, Academies!

Noticed in Club notes recently: **MISS VERONICA WALSH**, M.O. Piece Goods, and active in most Eaton women's sports, garnered honours in the city curling world. In January she was elected second vice-president of the Veteran Ladies' Curling Association, and in February she was M.C. at the Manitoba Ladies' Curling Association banquet at the Marlborough Hotel.

EATONIAN RINK WINS DULUTH 'SPIEL

Taking a few days' outing to play in the Duluth Ladies' Bonspiel, February 20-22 inclusive, two rinks of Winnipeg Eatonians journeyed to that city—and both rinks reached the semi-final championship play (48 rinks were entered in the contest).

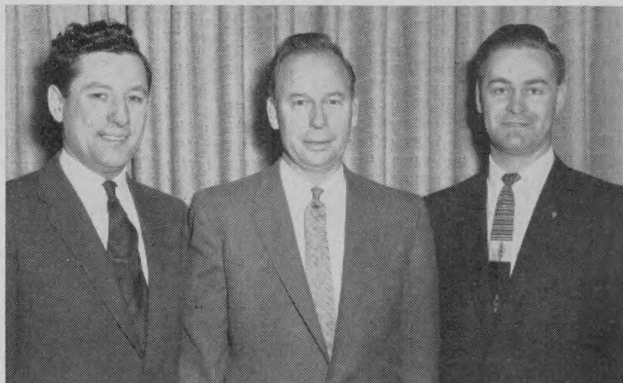
Champions turned out to be the Chisholm rink shown here—left to right: Kay Chisholm, Lingerie, skip; Mary Moore, Employment, 3rd; Avis Borland, Lingerie, 2nd, and Ruby Fraser, Employment, lead.

The girls came home loaded with prizes and adorned with championship sleeve crests. The other rink, which came near having to play the Chisholm rink for the top honours, consisted of Florence Goldie, Millinery, skip; Sig Breckman, M.O. Dresses, 3rd; Florence Park, M.O. Farm Goods, 2nd, and Betty Stevenson, Optical, lead. Congratulations, ladies!



Active in Humane Society Work and Campaign

Miss Wilma Blocher, known to us through her many years as Fashion Co-ordinator, and now commentator of Eaton's "What's New?" TV show, was pictured in the Winnipeg Free Press recently in connection with her work in the Humane Society and its fund campaign. Every success to your efforts, Wilma!



put over an eight-ender against Ralph Walker's foursome. This is Johnny Sutherland's second eight-ender (one pictured in Contacts and the Tribune last year), and Ken Barling's second also (the other when he was much younger, he says). Shown, left to right: John Sutherland, Ken Barling, Don Gibson. All our envy, chaps!

MEN SCORE AN EIGHT-ENDER

Hardly had we published that picture-story of the women's club eight-end rink than we were told of a similar feat by three men of the Eaton Curling Club.

Playing in the Friday night group, the Barling rink (but with Sutherland skipping)

EATON ENTRY WINS CITY BADMINTON TITLE

Our Badminton Club is very proud of the two members shown here—Ken Bowman and Bob Bowman. They were the only Eaton Club members to enter the provincial events, but (says our correspondent), whether they stood up better during the storm (it was the night lights went out) or whether—as is true—they just were the tops, they won the Manitoba men's doubles consolation event. Congratulations, the Bowmans (not brothers, by the way).





CONTACTS DROPS IN AT THE GOLF SCHOOL

The school is conducted several nights a week, in two groups nightly, so we couldn't stay around with our cameraman that long!

However, we were glad to meet instructors Bill Whibley (in lighter colour sweater at left, middle picture)

and Len Harvey (extreme right, top picture) and watch them give group and individual instructions to the Eatonians there for practise of the grips and swings.

Of course, staffers protested they were "off their game" that evening — stage fright, no doubt! However, for Bruce Wallace's comfort (solo picture in the middle row), we may say that the dark spot level with his left foot is the shadow of the ball which he had lifted with a nice chip shot!



Now, after studying the lists of those taking lessons, we will be able to pick this season's golf winners—they hope!

WOMEN'S GOLF CLUB ANNOUNCES 1958 ACTIVITIES

By K. Chisholm

At the general meeting of February 12, the following items were discussed and approved. Renewing and prospective members please note:

There will be no Knock-Out Competition this year.

Women's Club Field Day will be held in the Fall as usual.

Memberships may be obtained from April 9 to April 30 inclusive, from May Adderley, W167 Mail Order, and Betty Schlamp, W175 Staff Relations.

Only those purchasing their memberships during April will be eligible for Field Day play.

Membership fee \$1.00. Rebates — same as last year.

CUSTOMER APPRECIATION

Received by Mrs. Dufva of the Drug Department, a note that says "In appreciation for turning in my hand bag last week. There were quite a few valuable things in it that belonged to my husband. Thank you again."

REMINDER TO CORRESPONDENTS

To put this little corner of space to use we would remind those turning in material—The close-out date is set at the END OF THE MONTH as we aim to be in print by the middle of the next month—that is, close-out March 31, publish April 15. Department news accepted, however, in the first few days following month-end.

Eaton's Mixed Five-Pin Bowling League

by D. Slack

Close Scoring in Eaton Life Assurance Competition Roll-off, February 25

The event of Tuesday evening in the last week of February, was the roll-off for the Eaton Life Assurance trophy and prizes. A glance at the standings below will convince anyone of the real thrill this evening's bowling provided. Congratulations to these top teams:

1st Place	2nd Place	3rd Place
Team No. 2	Team No. 23	Team No. 25
W. Liver	J. Bewick	B. McAlpine
O. Faraci	V. Legace	B. Kent
B. Hebb	E. Turner	D. Chambers
A. Korotash	M. Freeman	F. Allison
H. Chittick	G. Graham	N. Henry
3001	2942	2935

LEAGUE STANDINGS AND POINTS TO FEBRUARY 25 IN THIRD SERIES

1st Division	2nd Division	3rd Division
Roughriders51	Rip Saws57	Three Deuces59
No Blows49	Vikings.....56	Goldstreams50
Winsomes44½	Buffalers51	Blazers and Outlaws.....47
4th Division	5th Division	
Budgeteers51½	Eagles42	
Dandies44	Wise Ones39	
Tegos and Sirloins.....43½	Monarchs37	

Rip-Saws are feeling pretty good, we hear, about their doings this season—and with reason. Standing at the top of 2nd Division for both of the first two series (it's been done before, of course, in the league), but also leading well in the third series, gives them a good chance to crack a league record by being all-out series winners in their division. Well, go to it, Sawyers, and let the dust settle where it may! In other words, "snow 'em under."

HIGH SCORES, THIRD SERIES, TO FEBRUARY 25

Division 1—Top three are: Sig Sigvaldason 775 (251, 336); T. Kimak 760 (330, 243); M. Beer 755 (304, 274).

Division 2—M. Fraser 769 (320, 246, 203); T. Scott 733 (330, 243); E. Olien 309.

Division 3—L. Brown 735 (255, 243, 231); E. Schellenberg 724 (311, 208, 205); E. Schwartz 691 (241, 272).

Division 4—N. Henry 725 (252); J. Fairhall 724 (273); B. McAlpine 700 (309).

Division 5—D. Remillard 262; M. Daulby 242; B. Kent 225.

Lawn Bowling Club Elects Officers for 1958

The annual general meeting of the Eaton Lawn Bowling Club was held on Monday, March 3, at the Free Press Building.

The election of the executive took place, with results as follows:

President	Harry Evans
Vice-President	Betty Munro
Secretary	Kay Reid
Treasurer	Anna Stefansson

Bowling will start as soon as the weather permits in May on Tuesday and Thursday evenings, on the usual greens at Sargent Park.

All entries must please be in not later than May 1. The entry fee will be \$6.00 per member. All lawn bowlers are requested to keep in close touch with the notice boards and also with the notices which may appear in Contacts from time to time.

As to the opening date, we are anticipating having an open night and a novelty tournament.

Anybody requiring further information, please get in touch with any of the executive or the following: Sam Poole, M.O. Jewellery; Percy Cook, M.O. Packing; Fred Rendall, Receiving; Bill Stewart, M.O. Hosiery.

EATON MEN'S CURLING CLUB NEWS

By Pat Milne

In the two-night-a-week Group 1, the rinks are all ready, as we write, for the "stretch-drive," with the prize round due to start Monday, March 3. Now that the firing has ceased and the smoke cleared, we find the rinks lined up as follows:

Group 1 "A"

Sid Lentle, Gord Walker, Howard Dale,
Fred Eades, Wally Reid, Hughie Caldwell.

Group 1 "B"

Fred Bergman, Ron Parker, Dave Mackie,
Stan Mathias, Dick Wright, Dave Berry.

This play-off will be a five-game series, with the top rink in each group being declared champ of the group.

Also at stake will be the club championship with Sid Lentle's rink still leading the way with 24 wins to 6 losses. Close behind them is Gord Walker's foursome, having scored 22 wins to 8 losses. Will youth be served, or will age and cigar ash prevail?

Groups 2, 3 and 5

'Way out in front in these groups are, respectively: Gordon Muirhead, Jim McClure and Ken Barling with 12-0, 13-1 and 13-1 records. It doesn't look as if any others are going to catch these rinks.

Group 4—We see Curtis and Hughes are tied as at the end of February, 11 wins and 4 losses each.

THE NOVELTY BONSPIEL (mixed, men and women) is rolling right along and as before, is a most enjoyable series. The main and consolation events are both down to the fours. We'll have to check up on these rinks, and bring our readers more detailed records by next issue. One question that came to mind as we looked it over was—is Sid Lentle going to cop this one, too?

CONGRATULATIONS to Norm Smith, Department 215 (Store Jewellery) and his rink of Roy Christie, Alex Bremner and Dunny Dewar, who won top honours in the No. 3 event of the Transcona bonspiel; also to **Howard Dale** and his rink for putting up a really good show in the Manitoba bonspiel. His foursome included brother Bill Dale, Albert Boyd and Allan Hughes. They won ten games and lost 4. Well done! Some of the other Eaton entries didn't do too badly, either. Good show, Eatonians!

FLASH! We were called over to the Mail to ascertain certain facts—and there's no doubt about it, the **MEN DID IT AGAIN! THEY SCORED AN EIGHT-ENDER.** For the news and pictures of the gladiators, see Eatonians in the News, Page 7.

EATON MEN'S CURLING CLUB SECOND ANNUAL WIND-UP DINNER AND DANCE

For Members and Wives

Remember that glorious time last year? Let's make this one as good or even better. Reserve the date now — get tickets early!

ASSINBOINE HOTEL

WEDNESDAY, APRIL 16

Reception 6:30 p.m., Dinner 7:30 p.m.

Dancing 9 p.m. to Midnight

Presentation of Trophies and Prizes

Entertainment

Novelty Prize Dances To Be Included.



TICKETS — \$1.50 per Person. Tickets available from skips now! Number limited—no overcrowding! Ticket Sales Will Close Not Later Than March 31.



BADMINTON BIRD-NOTES



By Jack O'Leary

EATON BADMINTON CLUB MEMBERS ATTENDED A VALENTINE DANCE at the R.C.A.F. gymnasium on February 15, Saturday night—and together with the Air Force members under the chairmanship of their president, Bill Bellis, numbered over a hundred. It was an evening long to be remembered. It was 25 below zero that night—and after braving the elements and enjoying an active dancing period, the crowd turned with equal enjoyment to a luscious chicken dinner when the band closed down at midnight. One feature of the evening's fun was the initiation of Eatonian Lynn Bowman into the "Lord Nelson Society," and another was the welcome presence of Mr. Bruce Sutherland, Personnel Manager, with Mrs. Sutherland for this occasion.

EATONIANS VISIT AND COMPETE AT MANITOBA TOWNS

We have been very pleased to accept invitations to play at various clubs lately. On Thursday, February 20, a dozen Eatonians visited the Selkirk Badminton Club for a friendly tournament and had a most enjoyable evening.

Then, on the last week-end of February, over 20—including some R.C.A.F. club members—journeyed to Portage la Prairie.

A series of brisk matches was played followed by a reception and excellent buffet supper—and then a happy but somewhat tired cavalcade motored back home to Winnipeg after one of the most exhilarating days yet. Our picture shows the Winnipeg group in the courts at Portage.



Our picture shows the Winnipeg group in the courts at Portage.

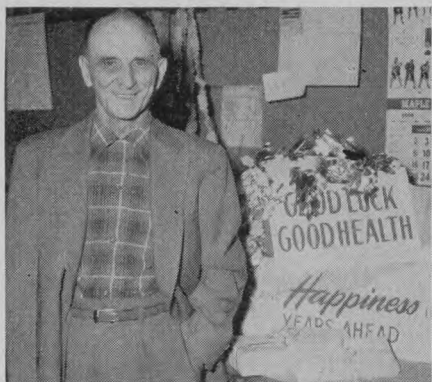
FLASH! Eaton Badminton Entry Wins A MANITOBA TITLE—see page 7, Eatonians in the News.—Ed.

Bridge Club Biddings

STANDINGS TO FIRST WEEK IN MARCH

Division 1	W	L
D. S. Dewar		
W. Hogg	1	2
F. Farnfield		
J. Miller	4	0
D. Jones		
C. Morris	1	3
J. Graham		
J. Sigurdson	4	2
J. H. Keys		
A. C. Mitchell	1	2
V. Fotheringham		
R. Robinson	2	0
S. Gander		
B. McCallum	0	5

Division 2	W	L
M. F. McKenzie		
H. Price	0	2
J. T. Syme		
C. Loveridge	3	1
R. Patterson		
G. W. Rodway	1	1
R. Gregory		
J. Ross	1	2
W. Reid		
W. Lockwood	2	0
S. Calhoun		
R. Brown	0	1



Top: Mr. J. Gillies, Mr. C. Dow. Below: Mr. B. Buckboro, Miss M. A. Mackay.

RETIREMENT HONOURS TO THESE EATONIANS

J. GILLIES

Another farewell in the Drug Department. This time it was Jack Gillies of Receiving Room, who, after over 32 years' service, has retired and plans to make his home in Oakville, Ont. We wish him and Mrs. Gillies good luck. Jack will be very much missed.

A party was held at the home of Bill Scott on February 15 in honour of Mr. and Mrs. Gillies. It was attended by many of their friends from the department. A stag party for Jack was held at the home of Vic Weston and was well attended by his immediate associates who had gathered to wish him well, and on that occasion he received a beautiful lighter. His gift from the department was a "lined" wallet presented by Mr. J. Marshall.

CHARLES FOSTER DOW

Charlie Dow, doubly a veteran—in Eaton service and in Great War service — joined Eaton's in 1911 in the Mail Order Routing. After his war tour, Charlie returned there to complete nearly 47 years' Eaton service.

On February 28 he retired, and his desk was the centre of a day-long stream of visitors and "snowed under" with gifts. From the department, a lovely sun cart, and from the M.O. Copying girls a lawn chair (both presented in token at the time). There were many personal and group gifts for this popular colleague, who in his younger days was very active in Eaton sports circles. To him we extend all our good wishes for many happy, healthful years of leisure.

MISS M. A. MACKAY

Miss Mackay's retirement was the occasion for a great demonstration of affection and regard from her colleagues and numerous friends in the Winnipeg organization. She had been an Eatonian for nearly 36 years when she left on February 28. A lovely three-piece luggage set was her gift from the department, while the Time Office staff presented her with a folding picnic table, and the personal gifts were many.

That evening at the Parker House a department banquet was held in her honour, Mrs. Neelands, Mrs. Ramsey and a number of Miss Mackay's close friends being special guests. About 80 were in attendance. A very complete picnic set, with thermos jugs and utensils, was presented to the guest of honour, with the wishes of her colleagues and friends for many, many years of health and happy retirement.

B. BUCKBORO

Almost 40 years with the Company had been served by Mr. Buckboro when he retired from the Electrical Workroom on Friday, February 28. On the Friday previous, he was guest of honour at a department stag party together with a number of Eaton and business friends, at the home of Mr. Doug Scott. On this occasion he was presented with a Black and Decker power drill unit.

Saturday evening after his last day, the department held a dinner in his honour at the Marlborough Hotel, including wives and friends, and also a group of old-timers who had worked in the department with Mr. Buckboro. He was then the recipient of a matching portable power saw. The happy time concluded

(Continued on Page 13)

"HOME ON THE RANGE"

Here's a photographic study of range and foothills called by the cameraman "Alberta Range-land."

Mr. Alex Palmarchuk, who took it, is a member of Eaton's Lethbridge store staff, and this study was a winner in a recent Regina exhibition. Mr. Palmarchuk has achieved fame of recent years for his camera studies, on account of his successful flair for composition and subject.



MISS ELIZABETH M. MOYER, Telephone Department, Achieves Distinction with Poem in Local Press

"ELEGY," printed by the Tribune (with cartoons), is a very clever parody on Gray's famous "Elegy, Written in a Country Churchyard" and was named "Elegy, Smitten in a City Perchyard." Verses from the real Elegy were interspersed with her inventions. We quote two authentic Elegy verses in blackface, with a number of Miss Moyer's clever adaptations from the poem.

The curfew tells the knell of parting day,
The lowing herd winds slowly o'er the lea;
The plowman homeward plods his weary way,
And leaves the world to darkness and to me.

The chair queue holds the spell of parting day.
The growing herd whines thirstily for tea;
The showman homeward prods his cheery way,
And leaves the world to shrivel with TV.

Upon those rugged chairs, their futures fade,
There breathes the serf in many a mould'ring heap;
Each in his narrow cell, foam rubber made,
The rude, bored fathers of the family sleep.

Let not ambition mock their museful toil,
Their homely joys and destiny deplore;
Nor Grandma hear with a disdainful smile,
The short and simple panels of "chan-four."

The boast of Sullivan, the champ of power,
And all that duty, all that stealth e'er gave;
Await alike the short illustrious hour,
The paths of glory fed but to enslave.

Can story's turn or motivated dust
Back to its mansion call the fleeing guest?
Can Como's voice revoke the sigh-lent thrust,
Or Presley soothe the dull old painful chest?

Far from the madding crowd's ignoble strife,
Their sober wishes never learned to stray;
Along the cool, sequestered vale of life
They kept the noiseless tenor of their way.

Far from the madding crowd's rig-mobile
strife,
Their smudgy dishes ever spurned to stay;
Along TV's adv.-fested trail of life
They kept the voiceless manner of their day.

Large was his duty, and his soul sincere,
Television did his conscious self ensnare.
He gained from mystery (all he hoped), a tear;
He gave his friends ('twas all they wished)
his chair.

RETIREMENTS (Continued)

(Continued from Page 12)

with dancing. Then with every good wish ringing in their ears, Mr. and Mrs. Buckboro left for Sidney, B.C., their new home, where they will reside just two blocks from Mr. Buckboro's brother, also a retired Eatonian.

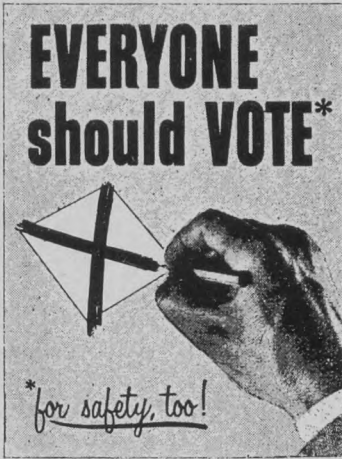
MRS. W. CADLE

March 1 was the day Mrs. Cadle was honoured by her colleagues in the Grill Room Bakeshop on her retirement after nearly 15 years' Eaton service. She was presented with a lovely three-piece luggage set and a travel-alarm clock from the department. The Bakeshop girls added a hand bag and there were also personal gifts to wish her many years of health and happy leisure.

(Continued on Page 15)



Warehouse Efficiency Teams Crowd Top Marks to Make Close Contest



We published the first standing in February issue of *Contacts*, and as the third judging won't be taking place until about the time this March issue appears, we have been making a few deductions from the figures of divisional standing at the second (February) scoring.

Division A—General standings for the second month show Department 55, Farm Machinery, holding top place again, but this time tied with 260 TV Shipping and 456-556 Plumbing, Heating and Furnaces for top position—all with 99.5; the two-month aggregate, however, putting 55 alone at the top with 199 and 260 second with 194.5.

Interesting item in Division A is that 256 Ranges and Stoves leaped from bottom with 83.5 in January, to second standing with 98.5 for February scoring (and up to third from low aggregate). That's notable work, 256—keep it up!



Division B shows 1747 and 1757, Bag and Box Factories, retaining top place—actually making a full 100 for February, 195.5 aggregate; and 1056 Heating Installations jumping from fifth with 91.5 in January to second with 99 in February, and tied for second aggregate with Printing at 190.5. Here also 1059, Refrigerator Service, climbed up from bottom with 79 to third place, February standing, with 98.5.

Division C saw 181, Furniture Delivery, score top February rating with 98, replacing 253 Hardware who were fourth with 96 but still stand second on aggregate (181, 194.5; 253, 194).

PERCENTAGES

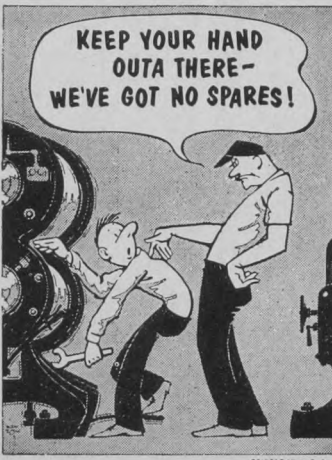
These have strengthened in the several columns, but averages generally had been good to start with so it needs real effort and results to get the higher markings.

Stock and Cleanliness up a little; both Divisions A and B firmed up, but this column in C showed some weakness, no doubt corrected by the time this appears (maybe, too, those judges were toeing the line!).

Punctuality up some at the top, down some at the bottom of the list in Division A. Well up to top marks in B and C. We do feel, however, that this is a place where the weather or road conditions might have some transient effect, so will have to judge over the long haul.

Accident Prevention. This column shows really splendid effort all through—marks attaining the top 30 in numerous cases in all divisions, and even the lowest in the largest Division A, being only a little short of possible. Good to see this fine standing in such an important area of work conditions!

Well, *Contacts* will be looking forward to next scoring and bring you the news.





THE EATON ANGLING CLUB

By Peter Scot

Next Meeting: Free Press Board Room,
Thursday, March 27, at 8:30 p.m.

Come out, any of you men interested in fishing, whether experienced or beginners. We have interesting meetings and you'll meet interesting people—over 60 present at our last meeting.

Anglers — Remember Your Date With Us For the Monday, May 19, Holiday Trip to Shoal Lake — Families Invited.

Tickets available April 1 from any Club member. All Eatonians Welcome.
Fare for the Train Trip—Adults, each \$5.00; Children, 12 and under, each \$2.50.

BIG CASH PRIZES FOR LARGEST PIKE AND PICKEREL CAUGHT

Information and tickets from Pat Carr, Foodateria; Peter Scot, Men's Clothing; and from Johnny Johansson of the Tackle Counter, Sporting Goods—and incidentally, Johnny is always at your disposal for information and instruction on the wide range of rods and tackle, etc., that can make your fishing trips more enjoyable and successful. See him — also come to our meetings for profitable knowledge.

From Mr. Dan McInnes, chairman of the Safety Committee, we have received a very timely bulletin issued by the Industrial Accident Prevention Division, Provincial Department of Labour. We quote some of the pertinent remarks about

Machinery — It Can Be Dangerous — If We Let It!

Often (and cases in point were quoted) a terrifying and terrible price has to be paid for making adjustments to moving machinery!

How many times must it be emphasized that machinery must be stopped when making adjustments, oiling, cleaning, repairing or removing "caught" material.

And this means **stopped safely**—not just halted, but power cut off or machine locked in off position, etc., and started again only on the act or say-so of the person attending to the trouble.

Be Careful with Machinery—It Takes Only a Moment of Time to Lose Something That Is Irreplaceable or Priceless!

RETIREMENTS

(Continued from Page 13)

MISS JOSEPHINE RILEY

Miss Riley, whose official retirement from the Fifth Floor Lunch Department staff took place on February 1, was not able to be present at that time. However, she was welcomed into the department on February 12 for a while and presented with her colleagues' gift of a clock radio by Mr. R. Love. To her also were presented gifts of a set of step tables and a pearl necklace from the Cafeteria girls, with everybody's sincere wishes for good health and happy years of leisure.

LONG-SERVICE ANNIVERSARIES

March 15 - April 16

FORTY-FIVE YEARS

R. H. Gregory,
Men's Furnishings March 19
R. H. Mitchell,
Freight Transport March 29

THIRTY-FIVE YEARS

F. Cameron, Time Office..... March 19
T. W. Walden, Service Groceries..... April 16
W. Wiggins, General Office..... April 16

THE MEANING OF THAT IMPORTANT WORD

COURTESY!

(Eaton's Saskatchewan Staff Magazine "Prairie Breezes") Author Unknown

COURTESY means the friendly greeting that you should receive when you enter any store, or place of business. It should be a pleasant "Good Morning," the recognition, when possible, of the customer by name.

COURTESY means a well-modulated voice and tone, a speaking manner which is sincere and friendly.

COURTESY means a keen interest in the customer's wants and a desire to serve in a gracious way. This must be sincere, and must make the buyer feel that the most important

thing at the moment is to satisfy her or his wishes.

COURTESY means both a welcome when customers enter the store and an invitation to return when they leave.

COURTESY means that customers are considered as guests in any place of business and are treated as such. This feeling is one of the most important factors in good merchandising. Nothing does more to build volume sales than extending simple courtesies to customers. Remember that COURTESY is more than a word or a message on a sign.

Department News from the Store

MAIN FLOOR

Men's Hats, Caps—By J. Kellas

We are pleased to welcome back Mr. Peter Dyck, who with Nettie (Rempel), have returned from their honeymoon trip. Peter and Nettie were married Saturday afternoon, February 15, at First Mennonite Church in the presence of their families and many of their friends.

The members of our department and their other friends throughout the Store, wish them many years of happiness.

Mr. R. T. Godwin and the staff have received several post cards from Mr. and Mrs. A. (Vi) Baker, on their way to sunny California.

Jewellery and Leather Goods

By Vera Bowerman

We extend our very best wishes to Simone Guilbault who was married February 15 to Richard Yetzer. Simone was the recipient of a canister set from the department. While on the subject of weddings, our best wishes also go to Tommy Duncan, of our Receiving Room, who pleasantly surprised us all when he was married February 1 to the former Laura McInnis.

We were sorry to say good-bye to Mrs. Doreen Van den Broek who left us February 8 to take up housekeeping as a full-time job. As a parting gift Doreen received jewellery from the department.

Mr. Britton of our diamond counter, lucky fellow, left February 3 for a month's holiday in Kentucky. Just think of the dreaming he can do when we go on ours!

We were very sorry to hear of the recent passing of Mr. Ernie Coone at Vancouver, who upon his retirement, was head of our Watch Counter. On behalf of Departments 215, 217 and 615, we extend our sympathy to his family.

Notions—By Doreen Romanow

Ruby Williams, who departed from us in November, has recently written to us about her marriage on February 4 to George MacKay of Winnipeg, in California, where they will be making their home. Congratulations, Ruby and George, and welcome to the clan.

Beatrice Baudry was presented with a gift of lingerie when she recently left us. Best of luck to you, Beatrice—come and see us soon. Glad to have Norah Leishman back again after her recent illness.

(Your correspondent was away ill, too—glad I'm back now!)

We wish to extend our deepest sympathy to Mrs. E. Gillings in the sad loss of both her mother and her aunt.

Books, Stationery—By M. C. Lawton

Good luck wishes to Bernice Bardsley who has moved into Advertising as a career.

Back to the Library after curling in the bonspiel: Ethel Smith. Had a wonderful time, says she!

Glad to hear that Leah Vincent (retired) is progressing favourably in Concordia Hospital. Good wishes for early return also to Bernice Cadger who has entered St. Boniface Hospital, at the time of writing, for surgery.

Our regrets to Edna Whyte for Contacts' error in the report for last month, regarding the loss of her father.

Drugs—By C. O'Kelly

Shirley Howard, Toiletries, became Mrs. Neil Swanson at a beautiful wedding held in Young United Church on February 13. We wish them great happiness in their new life and are glad Shirley plans to return to the department.

We are also pleased to report that Jack Swanson, Dispensary, is back to work after a bout with pneumonia.

Every good wish to Jack Gillies of our Receiving Room. Jack retired on February 28 (as reported in this issue) and he and Mrs. Gillies plan to live "down East."

* * *

SECOND FLOOR

Self-Serve Fashions—By Nell Jackson

Welcome back to Mrs. Haxby and Lee Kowk after an absence due to the flu.

Our best wishes for a speedy recovery to Mrs. Gregory after her recent operation. Hope to see her back with us soon.

Piece Goods—By E. Twyman

In February Contacts the smiling face, third from the left of back row, belongs to our Mr. Bob Spratt, graduated from the Public Speaking Course. Congratulations, Bob.

Best wishes go to Vivian Wood who walked in with a diamond ring February 3—the first day of our muslin event, of all days. It was the end of the week before everyone knew about it. Mr. Jim Wilding is the lucky man.

Personnel Departments

A Grill Room breakfast was held by the Personnel staffs in honour of Dorothy Ellis on March 10, on the eve of her marriage to Mr. William Pratt. The gift of her colleagues to Dorothy was an electric fry pan, and added to this was an electric toaster from the Staff Training section, and numerous personal gifts, with every wish for many years of future happiness.

Receiving, Caretaking

Tom Giles was the centre of attention by many of his friends throughout the staff on Wednesday, March 5; reason? it was his 30th anniversary with the Company. Well, Contacts says, consider our little effort on the inside front page dedicated to you, Tom—and Many Happy Returns!

* * *

THIRD FLOOR

Hardware—By H. Smith

Congratulations to Mr. Bruce Cowley on his recent appointment as Assistant in our department.

* * *

FOURTH FLOOR

Sportswear—By E. Branton

Our congratulations to Mrs. Campbell on the arrival of a grandson, Mark James, January 13.

Lingerie—By C. Johnson

Congratulations to our colleague, skip Kay Chisholm and her rink, including Avis Borland also of this department. This "fabulous four" won out curling at Duluth (see page 7, Ed.).

Hearty welcome to two new members of our staff, Barbara Doherty in 209 Office and Rita Gregarchuk in the stockroom.

Glad to hear that Mrs. Alice Turk of Foundations, and Thelma Thomas, Sleepwear, are recovering well from recent operations. See you soon, girls!

We extend our sincere sympathy to Mrs. Lil Bell and family in the loss of her mother-in-law.

* * *

SIXTH FLOOR

Draperies

Good luck to Miss Lillian Evans who recently left us.

Congratulations to George McKee on the arrival of his baby daughter, and we hope his misfortune in breaking his leg playing hockey will not interfere with his turn to walk the floor at night!

Sincere sympathy to Miss Stanowski in the death of her father.

Correspondence, Telegraph—By G. Russell

Welcome to Correspondence office, Diane Watt, and to Telegraphs, Hazel Broughton.

Congratulations to Joyce Hunter of Correspondence, who received her engagement diamond February 22. The lucky man is Mr. Jack Chorlton.

Welcome back to Grace Russell after her recent illness.

We feel really proud of those new and up-to-date bunks that have been installed in our Correspondence office—an improvement both in looks and good service!

Carpets—By Gladys McLean

Congratulations to Doug Clague who won the Men's High Three in the second series of bowling.

Congratulations also to Pat Milne and Art Baker who are curling with the Stan Mathias rink in the McGee Cup final. Good luck, boys!

Bill Patterson curled in the Builders' bonspiel, but has decided to attend the golf school—thinks he may do better at golf. But we wonder why he needs to take lessons when he already has two cups in the office!

Hank Bergner played with the Red Wings in the hockey finals and with his expert help, they won! Congratulations.

Those who remember Steve Johnson (with our department before joining the Navy in World War 2) will be pleased to hear of his recent appointment as service manager with General Motors Diesel Ltd.

The girls of the department spent a very pleasant evening at the home of Mrs. Marcus, who retired last September. Thanks for the party, Agnes.

We welcome back Una Capri who was away ill for a time.

Our deepest sympathy to Leo Beasse whose brother passed away very suddenly.

* * *

SEVENTH FLOOR

Radios, TV, Pianos, Music

By Donna Hardy

Our best wishes for a speedy recovery go to Mr. Howard Kenny after his recent operation. Hope to see you back soon, Howard.

Also on the mend after a stay in the hospital, is Art Ruymar from our Warehouse. Hope he'll be back with us soon also.

Our belated congratulations to Florence McDowall on her engagement. The best of luck, Flo.

Our sympathy to Alex Sharhan in the recent loss of his brother.

Thanks, everyone, for your help. I hope I can do as good a job as your correspondent, as was done before.

Radio and TV Workroom—By Ed Bigar

Here's a code message to Art Ruymar, at present in hospital for check-up and rest. (Editor's Note—We have been given the explanation, and can assure our readers that no top-secret "info" is being passed out!)

VE AWR V 1060NRI —P— 1530 GMT —
HAPPY TO HEAR THAT M.O. CAN COR-
RECT THE Q OF "PULSE BEATER" AND
YOU WILL SOON BE BACK GENERATING
IN SYNC WITH THE REST OF US DE-
FLECTION BOYS—E.B.—A.R.

(So there, Mr. Ruymar—and best of luck from us, too—Ed.)

Furniture

His colleagues in this department were glad to see, in Eaton's Alberta "Chinook Winds," an account of the success of Reg Wheatcroft's son Gerry (Reg was here for many years before moving to Lethbridge store). Gerry was cited and honoured as Boy-of-the-Month, together with his parents, at the weekly supper meeting of the Y's Men's Club and the Lethbridge Herald—the two organizations which sponsor the award.

It is given for outstandingly constructive use of spare time. Gerry has done good work in the Scouts—twice has represented his pack at the Montana Jamboree, and featured in events at Medicine Hat, Waterton Lakes Park Scout Camp, and helped as a swimmer to save a friend from drowning. Also he ushers at church and is active in the Junior High Sunday School and Boys' Choir. Likes archery, hiking, fishing and sketching; has been class president and is now Junior High Students' President.

The award consisted of an engraved plaque and an engraved desk pen set. Congratulations, Gerry!

* * *

STORE SERVICES

Elevator Ups and Downs—By Aldous Brow

Our best wishes for a speedy recovery to Debbie Homeniuk who recently spent some time in hospital.

Nice to have George Staggs back with us after his recent illness.

Congratulations to Mr. and Mrs. Ted Grimes (retired inspector) whose grandson, Frank Edmonds of Dorval, Quebec, was recently presented with a medal. (See Retired Eatonians' News—Ed.)

Welcome back to Walter McFetridge after his recent accident. Whatever happened, Walter? We never did hear.

Older present and retired members of our staff were sorry to read recently of the passing of Mr. William R. McKinnon who worked in our department many years prior to 1933. He had been residing at Matlock since retiring, and died in Deer Lodge Hospital, having served with the Winnipeg Camerons in the Great War.

City Dispatch

Bruce McLeod, son of Mrs. Dolly McLeod of City Dispatch, was a visitor at the famous Jack Rossiter baseball school at Cocoa, Florida, in January. While down south he saw Mr. G. B. Douglass, retired Grocery manager, at Lake Worth. Bruce played with C.U.A.C. Juniors here last year and hopes to carry on this year.

IN THE MAIL BAG

SECOND AND THIRD FLOORS

M.O. Packing and Money Returns

By K. Thiessen

Congratulations to Frieda Peter who received her engagement diamond from Norman Thompson.

We are pleased to have Vi Sandison back at work after her recent illness.

Irene Currie left us to make house-keeping her full-time job.

All our good wishes to Mr. Charlie Dow whose retirement is reported in this issue.

* * *

FOURTH FLOOR

M.O. Hardware—By B. Landry and P. Muzik

Best wishes for future success to Alex McLeod, who left our department for a career in the Army.

We extend our sincere sympathy to Jean Crowe in the loss of her father.

* * *

SIXTH FLOOR

Congratulations to Bill and Marg Sikorski on the birth of their twin sons, Glen William, 6 lb. 10 oz., and David Michael, 4 lb. 8½ oz., February 21 at St. Boniface Hospital.

Also congratulations to Rudy and Myrtle Novakoski on the birth of their daughter Shirlene, February 11, at Concordia Hospital.

Draperies—By Ruth Hodgson

On Friday, February 7, the department held a linen shower in the home of Winnie Reid in honour of Irene Hodgson. On February 14 Irene was presented with a pair of blankets from the department, also gifts from her numerous friends throughout the Mail Order. She was married to Cecil Johnson on February 22 in St. Andrew's United Church. Our best wishes for their future happiness!

Sporting Goods

By Dorothea Hardiman, John McNiven

Sorry to report that Ed Agagner is in General Hospital having trouble with one of his eyes. We all hope that it will soon be cleared up and that Ed will soon be back at work—maybe by the time this appears.

We are sorry to report the passing of Alec Rondeau's father-in-law and extend our sympathy to Mr. and Mrs. Rondeau.

M.O. Adjustments—By J. Baynes

David and Tommy McPetridge have a new baby brother, James Robert, who was born February 13, 1958. The proud parents are Dave and May McPetridge. Congratulations from us all.

* * *

SEVENTH FLOOR

Sportswear—By M. Kurdydyk

Scoop! The News of the Month!

The big sport, namely Kenny, is out with a case of spots. Could it be measles? Hope they're all removed when this goes into print. We also hope the rest of the family will be over them, too.

The department joins in deep sympathy to Evelyn Nordin and family in the loss of her aunt. There are many here who will remember her kindness and hospitality at all the parties we enjoyed at her home.

M.O. Copying—By M. Shepherd

Grace Dusenbury has left to take a practical nursing course and we wish her much success. She received a pen, pencil and thermometer set from the girls.

Glad to see Mavis Burke back after her recent operation.

Teen-Age and Children's Wear

By Rose Palmer

Best of luck to Mrs. Rose Kalef, who left us February 21. She was presented with a Parker pen and pencil set from the department management and staff.

Belated congratulations to Mr. and Mrs. E. Greenlay on the birth of their son, Brian Kerry, January 20.

M.O. Budget Plan—By J. Britain

Our very best wishes to Verla Penner who will exchange vows with Jim Suderman on March 2. Verla received a camera outfit and corsage from the department and a very beautiful Lazy Susan from her many friends.

M.O. Cashiers—By O. Quinlan

We wish to extend our best wishes and sincerest congratulations to Jennifer who received a lovely diamond for Valentine's, and also to Lawrence who presented it to her.

We hope to see our members who are at present away ill, back with us soon.

* * *

EIGHTH FLOOR

Boys' Clothing—By A. Johnston

Congratulations are in order for two of our staff members who celebrated their silver wedding anniversaries in February: David Brown on February 4, and Mrs. Estelle Peabody, February 14 (yes, that was Valentine's Day).

Eighteen

M.O. Exchanges—By M. Davies

To Mr. and Mrs. Harold Brown a daughter, Marsha Dale, on February 6, 1958, at the Maternity Pavilion, General Hospital. A warm welcome to Donna and Linda's new baby sister, and our congratulations to the proud parents. Our gift to baby Marsha was a silver baby cup.

Catalogue Distribution, Salesroom, etc.

By M. Taylor

A very cordial "welcome back" to our department manager, Mr. C. Scarr, after his recent bout in hospital with pneumonia; so glad to have him around here again!

Welcome also to Jo Ness and Ann Romaniuk, returned after illness; and best wishes to Virginia Ruckall, still absent as we write.

To our recent brides, all our best wishes for long and happy years of wedded bliss: Laura Borgford (February 20) and Lorraine Cadotte (February 21).

Our sympathy is extended to Myrtle Bovey in the passing of her mother on February 2; and to Tillie Beck in the loss of her brother, February 15.

* * *

NINTH FLOOR

Notions—By H. Price

The temperature was 15 below on the morning of February 17, but Ruby Gibson was glowing and so was the important finger of her left hand. We believe it will not be too long before the second ring will be in evidence. Congratulations, Ruby, from all of us.

Hosiery, Gloves—By M. McEwan

We are pleased to have Jean Duncan back at work after her recent illness.

Candy Factory

35th Anniversary for Mary Bobnick

Friday February 28 this year was more than just the last day of the month for Mary—it was the day of her 35th anniversary of working with Eaton's—and Miss Bobnick has been with the Candy Factory all the time. Her colleagues gathered that morning when Mr. R. Hinch, Manager, made the department presentation on their behalf—lovely petit point dinnerware. Mary was absolutely "showered," too, with many personal gifts and tokens from her friends in her own and other departments on that festive day.

* * *

ALEXANDER AVENUE WAREHOUSE

Printing Department—By Margaret Torrance
Hello Mr. Preston Wiley, we are pleased to know you are able to be home and doing nicely!

Messrs. Sid Done, Bill Forrester and Bob Torrance were in to visit, bringing news from the Murray Plant in Weston, Ontario.

We were all very sorry to hear of the death of our old friend and co-worker, Mr. Jim Lavergne, as reported in these columns, and join in sympathy to his family.

RETIRED EATONIANS' NEWS

Sincere sympathy from all their many Eaton friends to two retired Eatonians in the recent loss of their wives—Mr. Arthur H. (Dick) Richards, formerly of the Store Linens, and Mr. J. R. Thom, formerly of M.O. Packing.

In tribute to the memory of an Eatonian friend of many years, Mr. Ernest Coone, recently deceased at Vancouver, your Editor would like to say how much Mr. Coone thought of his past and continuing Eaton association.

Just a few days prior to our receiving the sad news of his death, we had received some souvenirs from him—buyers' travel cards—

EATON WOMEN'S CURLING CLUB

ANNUAL BANQUET

**THURSDAY,
APRIL 17th**

CURTIS HOTEL
East Kildonan

RECEPTION - - - 6:30 p.m.

**DINNER—followed by Presentation
of Prizes, etc. - - - 7:00 p.m.**

TICKETS - \$1.25 (from your Skip)

SUGGEST—YOU MAY WIN AN AWARD

Extra cash is always welcome to staff members, we're sure—and usable suggestions, constructive ideas, are welcome to the Committee on Suggestions. Let's have your suggestions and ideas for consideration. Recent award winners, for suggestions adopted or constructive thinking, are:

Mrs. G. Pass, Basement Men's Clothing.....	\$10.00
Mr. L. Spratt, Engineers.....	10.00
Mr. A. E. Holmes, Drapery Workroom.....	5.00
Mr. A. Stewart, Floormen.....	5.00
Miss I. Titus, M.O. Copying.....	3.00

Special award to a Montreal staff member, Mr. L. B. Jacobs, for a suggestion adopted here also.....\$10.00

RETIRED EATONIANS' NEWS (Continued)

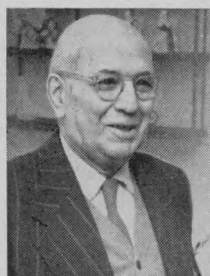
that he had received from past Company Presidents, Sir John C. Eaton and Mr. R. Y. Eaton, accompanied by a note saying how he enjoyed meeting other retired Eatonians out there. It was in this note that he told us two of his sons were working for the Company at Vancouver, and finished by mentioning the enjoyment he got from reading our Winnipeg magazine news.



Ted Grimes (retired elevator inspector), is very proud of the young military chap shown above—for that is Ted's grandson, Frank Edmunds. Cadet Frank Edmunds—who lives at Dorval, Quebec, is a warrant officer in the Cadet League of the R.C.A.F.; attended the Cadet senior leaders' course in 1956 and graduated with flying colours in '57. He is a student at the College Militaire St. Jean, of St. John's, Quebec.

The medal Frank is showing is the Lieutenant-Governor of Quebec's medal for top proficiency in flying. He received it at the hands of a distinguished inspecting officer from the Royal Air Force, Air-Marshal Sir Douglas MacFayden.

Cadet Edmunds' mother (Evelyn Grimes) worked in our Winnipeg Photo Workroom for a good number of years before her marriage and before leaving for Dorval. Every good wish to young Frank in his career! His achievement, by the way, received press notices in papers and journals across Canada.



In Memoriam JAMES LAVERGNE

Mr. Lavergne, for many years Bindery foreman at the Printing works, and retired from that department, entered hospital just a few days before he passed away on March 4.

He had been featured quite recently in the Free Press "Heart Fund" series, having recovered over 23 years ago from a heart condition and even won a city ten-pin bowling championship soon after. Jim told how he had lived fully but within reasonable limits of activities to achieve the grand age of 78. To his widow Lillian, and other members of his family, we offer the sympathy of Jim's many friends—some of them now with the catalogue production plant in Toronto.

CONTACTS

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Vol. 34

MARCH, 1958

No. 3

Editor: W. E. (Bill) GRAY

DATE OF ISSUE—
15th of EACH MONTH

NEWS WANTED IN BY THE END OF
THE PREVIOUS MONTH

RECENT APPOINTMENTS

Winnipeg Store

Department W456 — Plumbing and Kitchen Units;

Department W556 — Furnaces, Gas and Oil Units and Space Heaters;

Department W756—Contracts—Furnaces and Plumbing;

Department W1056—Installation and Servicing Oil and Gas Heating Units, Air Conditioning and Gravity Furnaces;

MR. T. M. MILROY, Department Manager.

Department W104—Cash Office;

Department W106—C.O.D. Cashiers;

Department W107 — Shopping Card Pay-in Office;

Department W108—Post Office and Information Bureau;

Department W110—Shopping Service;

MR. H. W. EINARSON, Manager;

MR. J. H. KEYS, Department Manager.

Department W127—Shopping Card Assembly and Packing;

Department W129—Dispatch Carriers;

Department W129A—City Carriers;

Department W130—City Dispatch;

Department W131—Service Bureau;

Department W131B—Checking Office;

Department W147—City Inspectors;

Department W147A—Markers;

MR. H. W. EINARSON, Manager;

MR. G. R. PURCHASE, Department Manager.

(Mr. J. McClure will retain his present authority as Department Manager in Departments W129 and 130 until further notice.)

Department W100L—Legal Department:

MR. T. L. O. THOMAS, Department Manager.

Department W253 — Hardware, Tin Ware, Wooden Ware, Kitchen Ware, Gift Wares, Birds and Supplies, Lumber, Building Materials, Ice-boxes and Lanterns;

Department W753 — Contracts — Hardwood Flooring, Roofing, Siding, Insulation, Aluminum Windows and Doors;

MR. E. T. COWLEY, Assistant.

Mail Order Western Division

Department W33 — Silks, Dress Goods and Prints;

MR. D. K. McAULEY, Assistant;

MR. R. OLIVER, Assistant.

Department W37 — Men's Boots, Shoes and Sundries;

Department W38—Women's Boots and Shoes;

Twenty

Department W39 — Boys', Misses' and Children's Boots and Shoes;

MR. J. H. SUTHERLAND, Assistant (in Charge);

MR. W. J. BUNDY, Assistant (Rebuy);

MR. R. J. McLEAN, Assistant (Operating).

Calgary, Alberta

Department C228—Men's and Boys' Furnishings, Hats, Caps and Furs;

MR. C. O. NEWMAN, Assistant.

Regina, Saskatchewan

Employment, Staff Training and Staff Relations;

MR. D. OWEN, Department Manager;

MR. W. O. BRAULT, Assistant.

Department R260—Radios, TV, Pianos, Musical Instruments, Records, Sheet Music, Washers, Ironers, Vacuums, Polishers, Electric Refrigerators and Carpet Sweepers;

MR. M. T. WEBB, Assistant.

Moose Jaw, Saskatchewan

Employment, Staff Training and Staff Relations;

MR. A. A. HAMMOND, Department Manager;

MR. A. E. WEBB, Assistant.

Department MJ201—Gloves, Hosiery, Umbrellas, Blouses, Handkerchiefs, Ribbons, Neck Wear, Belts;

MRS. E. LINCOLN, Assistant.

Prince Albert, Saskatchewan

Department PNC260 — Radios, TV, Pianos, Musical Instruments, Records, Sheet Music; Washers, Ironers, Gas and Electric Dryers, Vacuums, Polishers, Electric Refrigerators, Carpet Sweepers, Electric Humidifiers; Farm Lighting Equipment, Automatic Electric Hot Water Tank Heaters, Gas and Electric Stoves, Rangettes and Gasoline Washers;

MR. L. J. BREMNER, Assistant.

Red Deer, Alberta

Receiving, Dispatch and Supplies;

MR. H. W. JACOBSEN, Assistant.

Yorkton, Saskatchewan, Heavy Goods Depot

MR. I. M. LILLIE, in Charge.

Order Offices (at Order Office Desks)

Mission City Branch Store:

MRS. M. E. DYER.

Penticton Heavy Goods Depot:

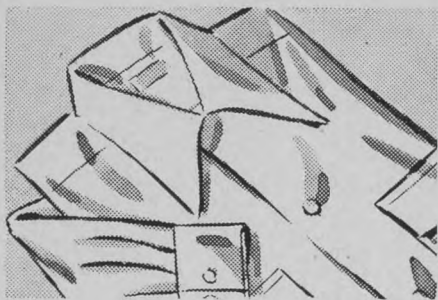
MRS. M. McCARTHY, effective March 29, 1958.

Order Offices

Taber, Alberta

MRS. J. GIER, in charge.

Compliments from Our Customers . . . to Our Goods and Services



"A Most Extraordinary Shirt Value" . . . and a shirt most uncommonly well taken care of, is what we say after looking at the shirt brought in for examination by the Men's Furnishings Department and Contacts.

About twenty-four years ago (in 1933 or 1934) Mrs. E. J. Barnett, now of 288 Inglewood St., St. James, purchased a white broadcloth negligee shirt here. It's labelled "Imported English Broadcloth" with the Company's name on the inside collar—still legible as new—and the shirt is in wonderful condition after being worn continually and being in the wash weekly since purchase.

No special laundry care, says Mrs. Barnett, No special washing, in washer or occasionally by hand. No fraying at collar or cuffs or neckband. The department men remember the make of shirt as in the thirties, so we can only join Mrs. Barnett and her husband in saying: where else but at Eaton's such value?

Our Superintendent's Office received a very complimentary letter from a customer of many years' standing, now over 80 years old and blind. From the day the store opened here, says our friend, he and his wife have been Eaton customers and they have had nothing but the best of service all the time.

To our Delivery Manager, Mr. A. Arnason, a very pleasing note which reads: "I would like to say a very special 'thank you' to our Eaton driver, Mr. Bill Funk. I have never heard him 'beef' about anything; always very courteous—even with pick-up returns around Christmas when he was so busy. He is certainly a credit to your department."

Our Shopping Service staff has been receiving more nice acknowledgments from those customers whom they serve so well at a distance. For example: "The pullover is extremely nice—and will, I am sure, be received with delight. Thank you for the promptness and good taste." (Shopper, Miss Frances Koslok.)

Also a compliment for Miss Koslok: "Received your letter telling me what you had sent for the wedding gift—and today have received a 'thank you' card from the bride; she was so delighted with the beautiful gift—so prettily gift-wrapped—and, said she, 'You anticipated our need in such a charming manner.' . . . I have to thank The Shopper!"

"Once more, thank you very much indeed for skilfully doing my shopping. I must tell you of a friend's remarks when she saw the dress: 'What a pretty frock!' When I told her you chose it, she added: 'Surely that particular shopper knows you and wanted to get you away from your everlasting navy!' I am indeed most grateful." (Shopper, Miss A. Joss.)

CHARTERED FLIGHTS TO ENGLAND—JOIN NOW!

Lists Winding
Up — Don't
Delay in
Making Up
Your Mind if
You're
Thinking of
Going by Air
to London on
One of Eaton's
Winnipeg
Flights —
Leaving Win-
nipeg May 26,
Direct Toronto-
London; and
May 30
Toronto-New
York-London.
RETURN
FLIGHT COST
JUST \$435.00



Just think of it—about 25 full days overseas to visit around in the British Isles, to enjoy Continental trips (you can arrange them from this end if you wish, through travel agencies), or to stay with relatives and friends and enjoy trips and outings with them—or, as many will do, combine both those plans on this grand trip. See Mr. McPherson, Employment Office, for bookings.

TRADE CARDS ARE LINK WITH PAST

By K. McPhedran
(Company Archives, Toronto)



Over 70 years ago when life was more relaxed, advertising was mingled with an appeal to sentiment—often amusing to us today. Eaton's printed this little coloured notice, known as a trade card, in 1883. On the back are listed: housekeeping goods, dress goods, millinery, mantles, gloves, hosiery, laces—the entire stock then.

Merchants, tradesmen, even dentists, used these cards to advertise goods and illustrate the nature of their business. George Washington's dentist offered to buy "live teeth for a guinea a piece." When "Moby Dick" was the latest novel, Philadelphia dealers in "sperm, whale, lard and tanners' oil" distributed cards depicting an angry whale lunging at a capsizing ship.

The cards show printing customs of the day. The printer went "berserk" when the "locomotive printing machine" was invented. He made letters sway and swagger so they were hardly recognizable. And if he lacked rosettes he filled the gaps in his dainty floral borders with punctuation marks.

A small social history of 200 years is written in these cards—customs, dress, industry, architecture of the past. Some American museums have valuable collections. In time, our Archives may gather a Canadian assortment.

WHAT'S NEW—in 1892

Recently, says Mr. W. McIntosh, General Manager of Winnipeg's St. Regis Hotel, a news page from the Toronto Globe of Saturday, November 5, 1892, was found at the back of an old picture. He sent it to our advertising manager. Dedicated as "The Globe's Special Page for Women," it also has a full column on Smart Men's Attire as well as sewing hints and social news for the ladies.

On it appears a half-column of publicity for The T. Eaton Co. Limited, 190 Yonge St., from which we quote:

"Again and again we have emphasized for your benefit the possibilities of this store. Every now and then we run across some surprised shopper who never dreamed the business was so large, so comprehensive. Clothing of all sorts for every member of the family, furniture and furnishings for the home, housekeeping helps and many useful stocks go to create interest beyond comparison in this country. An easy matter for others to claim impossible things — but see the store — study the merchandise!

"The dry goods departments were the foundation for this greater success. You and we like to think of Toronto as progressive, reaching out after grander achievements, until the city shall evolve itself into a new Toronto—minus the shackles of a dead past. Then why not progressive retailing? The addition of new stocks and new improvements fast as called for?

"Goods were never better, quantities never so large, assortments never so complete, values never so good as at this time. The business is lifting itself up above and beyond the common level of barter and exchange. You seem to like our ways of doing things, and trade increase satisfies us that methods are right! That one price is a principle above reproach!

"There's satisfaction to those living away from the store in the modern method of shopping by mail. In order to encourage the notion, a detailed catalogue has been prepared, calculated to help mail order customers. Your name and address is all we want."

A real insight into our founder's leadership—that this same article could justly be written then, now, and during the Company's many years of growth!

In Memoriam

THOMAS F. A. JAMES

It was with a great sense of shock that his colleagues in the Plumbing and Heating division, where he was department manager, heard of the sudden passing of Mr. James on Friday, February 7. This feeling was shared by his many friends all through the Winnipeg organization, and kindred departments in the Company.

Mr. James, aged 46, was Winnipeg-born, and had been with the Company for nearly 20 years, including service with the R.C.A.F. from 1941 to 1945 as navigator, in which service he was awarded the D.F.C. A member of Loyal Orange Lodge No. 120, Mr. James was also a Mason, a member of the Canukeena Club, the Wartime Pilots' and Observers' Association, and of St. Margaret's Anglican Church. To his widow, Hazel, daughter and son and other relatives surviving, we offer the deep sympathy of Tommy's many Eatonian friends in their sad loss.



GUNNAR THORLAKSON

Mr. Thorlakson, who retired from our Garage staff in 1955, passed away at Morden, Man., on Monday, February 3, aged 67. North Dakota born, he lived most of his life in Winnipeg and was with Eaton's for about 30 years. He was an Air Force machinist in the Great War, and a lover of outdoor sports such as golfing, fishing and hunting. To his widow Helen, six sisters and one brother surviving, goes the sympathy of Gunnar's many Eaton friends.



SAMUEL E. COONE

Mr. S. E. (Ernie) Coone, one of Eaton's best-known Winnipeg old-timers, died in Vancouver on February 4 at the age of 74. He had retired some years ago, but had been in the habit of spending some part of each year in Winnipeg among his old colleagues, until recently when he decided to remain at the coast.

Mr. Coone was a Mail Order buyer of jewellery and hand bags for many years, and spent his latter years here with the Store Jewellery Department. He had been a member of the Eaton Bridge Club and also of the Kiwanis Club bridge group. To his widow Gladys, his three sons (two working for Eaton's in Vancouver), and his grandchildren and great-grandchildren, we tender the sincere sympathy of Mr. Coone's many friends throughout the Eaton organization.

MISS MABEL CLARA JONES

Miss Jones had been a valued member of the Fashion Accessories staff in our Store for about 19 years when she retired in 1950. She passed away on Friday, February 14, at the age of 73. English born, she had lived in Winnipeg since 1927, and was a member of All Saints Anglican Church. To her brother surviving, we offer the sympathy of Miss Jones' numerous friends in her old department and other Winnipeg Eatonians who knew her.

Sincere Sympathy to These Members of the Staff Who Have Recently Been Bereaved

In the Loss of a Father

Mrs. E. Whyte.....Books, Stationery
Mr. R. D. Hinch.....Candies
Miss O. Stanowski.....Draperies
Miss Lynne Karesa.....Job Evaluation
Mrs. L. K. Thomas.....Drug Workroom

In the Loss of a Mother

Miss M. Bovey.....Catalogue Distribution
Mrs. D. Sales.....Fifth Floor Restaurant Bar
Mrs. V. Rogers.....Drapery Workroom
Miss S. Yarko (Step-Mother)...Wages Office
Mrs. D. Brown.....Sales Audit
Mr. D. Taylor.....M.O. Footwear
Mrs. E. Gillings.....Notions

Mr. H. James.....Jewellery, Watch Repair
Miss L. McConachy.....Grill Dining-Room
Miss H. McConachy.....Fifth Floor Kitchen

In the Loss of Her Husband

Mrs. B. Blunt.....Basement Lunch Counter
Mrs. E. Watt.....M.O. Copying

In the Loss of a Brother

Mr. L. Beasse.....Carpets
Mrs. M. Denyer.....M.O. Sporting Goods
Mr. A. Sharhan.....TV and Radio Service
Mr. J. Smith.....Luggage
Miss M. Beck.....Catalogue Distribution

In the Loss of a Sister

Mrs. M. Brisson
Women's Garment Alteration

In the Loss of a Son

Mrs. L. Gery.....Grill Dining Room



**Are You
SAFETY
LAZY?**

**use a
LADDER!**

WE'RE ALL ON THE SAFETY TEAM

Too many times the situation illustrated here is repeated in our daily activities—in one form or another. Not everybody comes up against this exact temptation—to take a chance on a short-cut way to get hold of stock or items needed; but EVERYBODY does at times find situations along these lines when we “take a chance.” The open drawer in the aisle while we rush to do something; the dangling cord of a machine or the loop of it on the ground—the litter left while we hurry through some other job—the machine not turned off for that vital few seconds—so many things in so many ways! Let’s be Safety-Alert at all times—be quick, but not too fast for Safety!